



NeXYs Fertility

COLD WATER CHALLENGE

STARTS 1ST NOV '25

THE CHALLENGE....A DAILY DOSE OF COLD EXPOSURE FOR THE REST OF THE MONTH

Welcome to the NeXYs Fertility 30-Day Cold Water Challenge!

This challenge is designed to bring our community together through camaraderie, resilience, and shared experience.

Cold water exposure has become a powerful tool for many people to improve their mental and physical wellbeing.

For us it's about mindset, connection, and doing something challenging as a group.

HOW?



There are many ways to practice cold water therapy, but it's important to note that we're not trying to overstress our bodies.

The aim is to find the sweet spot where the practice challenges us, but still allows for adaptation and growth throughout the 30 days. Keep pushing yourself, but listen to your body and know your level.

- **Beginners** – If you've never tried cold exposure, start small. End your usual shower with 10–30 seconds of cold water. Aim to increase the time daily.
- **Intermediate** – If you've dabbled before, aim for 1–3 minutes of cold exposure in the shower or a cold plunge.
- **Experienced** – If you're already used to it, aim for 3–5 minutes in open water, an ice bath, or really push yourself in a cold shower. Always stay safe.



WHY?

For many of us, cold water exposure has been a game-changing habit. When energy is low or challenges feel overwhelming, a cold shower or dip can provide an instant reset. For both Shaun & Ciaran, it became a vital tool during some of the hardest parts of their fertility struggles.

The benefits include:

- Improved mental resilience – Stepping into cold discomfort helps us build discipline and resilience over time.
- Dopamine and norepinephrine release – Research suggests up to a 500% increase in dopamine and 250% increase in norepinephrine, chemicals linked to motivation, focus, and feeling energised.
- Reduced inflammation – Cold water can support recovery, reduce muscle soreness, and ease stiffness.
- Better circulation & immunity – Exposure may help boost cardiovascular health and strengthen immune response.
- Community spirit – Most importantly, doing it together brings laughter, accountability, and belonging.



WHEN?

Whenever it fits your schedule. Many prefer mornings for the focus and energy boost, but you can choose any time of day.

And remember, a big part of this is the community aspect.

Please make sure you share your daily cold exposure wins / photos / videos in the NeXYs WhatsApp group - '**Freezing My Bollocks Off**'. You can join via the code below or at nexysfertility.com/community

Or, if you're willing to go public - post on Instagram and be sure to tag **@nexysfertility**.

This way, we'll keep each other accountable, and have a laugh at the same time.



P.S.

Important Safety Information

Cold water immersion isn't suitable for everyone. Please consult your doctor before taking part if you have any pre-existing health conditions, including (but not limited to):

- Heart or cardiovascular disease
- Asthma or other respiratory conditions
- Raynaud's disease or circulation problems
- Cold urticaria (allergy to cold)

Always:

- Start gradually and build up slowly.
- Limit exposure to short bursts (10 seconds up to 3–5 minutes max).
- Enter water carefully to avoid cold shock.
- Warm up safely afterwards with dry clothes, movement, and a warm drink.

If you feel faint, experience chest pain, or sudden severe testicular pain, stop immediately and seek medical help.

Disclaimer

This challenge is for wellbeing, resilience, and community spirit. It is not medical advice, and it is not intended as a fertility treatment or intervention. Participation is voluntary and at your own risk. Always consult a healthcare professional if you have concerns.